

| | | | | | | | |
|------------|---------|------|---|------|---|--------|-----------|
| Rep Order# | 7880879 | Ver# | 1 | Mod# | 0 | Status | Confirmed |
| EC'd | Yes | | | | | | |

Traffic Order# 23688

Printed: 08/10/2012 10:23 AM

1 of 4

Last Received: 06/14/2012 1:55 PM

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2601
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2601
Flight Dates 09/28/2012 - 10/04/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KARZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KARZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|------------------------|------|----------------|--------|-----|-------------|------------|----------|-------------|
| 1 | F | KSL 5 NW TDY 2 | 6A-7A | :30 | 09/28-09/28 | 1 | \$200.00 | 1 |
| Rating: 2.8 | | | | | | | | |
| 2 | M-TH | KSL 5 NW TDY 2 | 6A-7A | :30 | 10/01-10/04 | 4 | \$200.00 | 4 |
| Rating: 2.8 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 6 | F | TODAY SHW | 7A-8A | :30 | 09/28-09/28 | 1 | \$450.00 | 1 |
| Rating: 2.8 | | | | | | | | |
| 7 | M-TH | TODAY SHW | 7A-8A | :30 | 10/01-10/04 | 4 | \$450.00 | 4 |
| Rating: 2.8 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 11 | SU | MEET PRESS-SUN | 8A-9A | :30 | 09/30-09/30 | 1 | \$150.00 | 1 |
| Rating: 1.2 | | | | | | | | |
| 12 | F | TODAY SHW2 | 9A-10A | :30 | 09/28-09/28 | 1 | \$200.00 | 1 |
| Rating: 1.4 | | | | | | | | |
| 13 | M-TH | TODAY SHW2 | 9A-10A | :30 | 10/01-10/04 | 4 | \$200.00 | 4 |
| Rating: 1.4 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 17 | F | KSL 5 NWS-NOON | 12P-1P | :30 | 09/28-09/28 | 1 | \$200.00 | 1 |
| Rating: 1.2 | | | | | | | | |

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---REPORT TOTALS---

Report Totals: 55 / \$28,505.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$11,965.00 Oct 12: 37 / \$16,540.00

Sales Totals: 55 / \$28,505.00
 Station Totals: 55 / \$28,505.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|----------|---------|---------|----------|---------|---------|
| Market Totals | \$95,017 | CABL 0% | KJZZ 0% | KSL 30% | KSTU 0% | KTVX 0% |
| | | KUCW 0% | KUTV 0% | UNKN 70% | | |

Books null
 Demos RA35+